



Freeview Play Accessible TV Guide: A successful accessibility solution with HbbTV

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Digital UK in the UK TV Market

FACTS AND FIGURES



Number 1

TV platform across the UK



13 million

Freeview Play devices sold



30,000 hours

of TV on demand



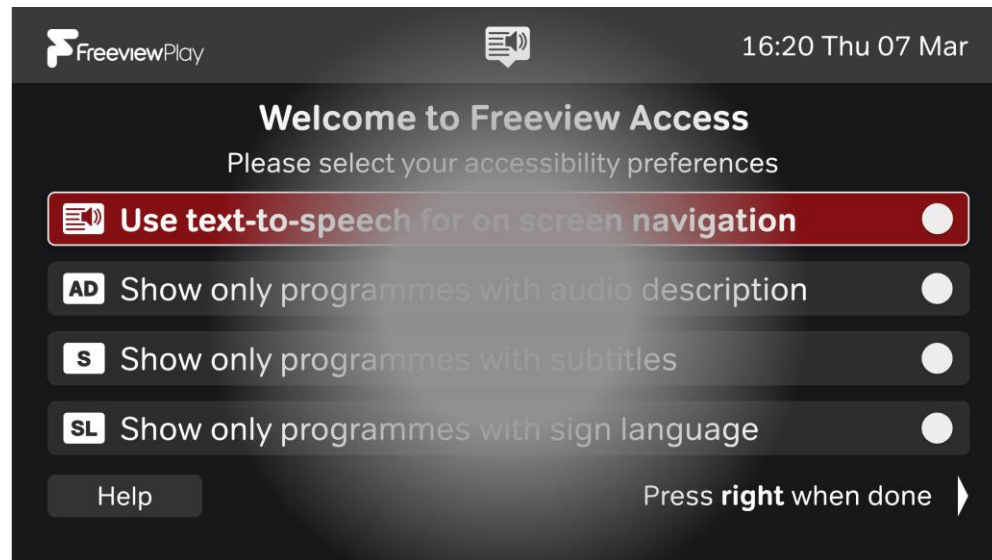
19 of the top 20 TV
brands

offer Freeview Play

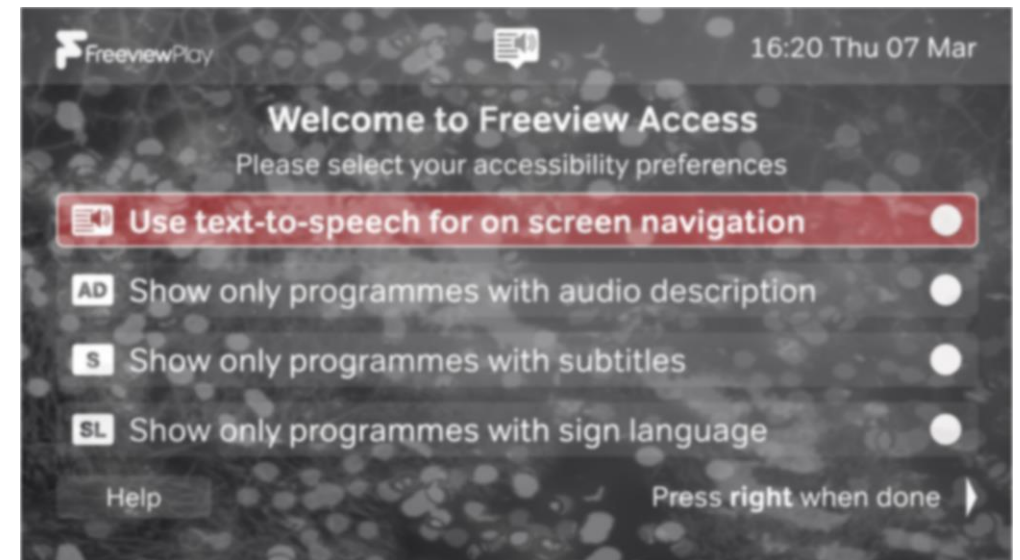
More than two million people in the UK have sight loss, and 11 million have hearing loss...



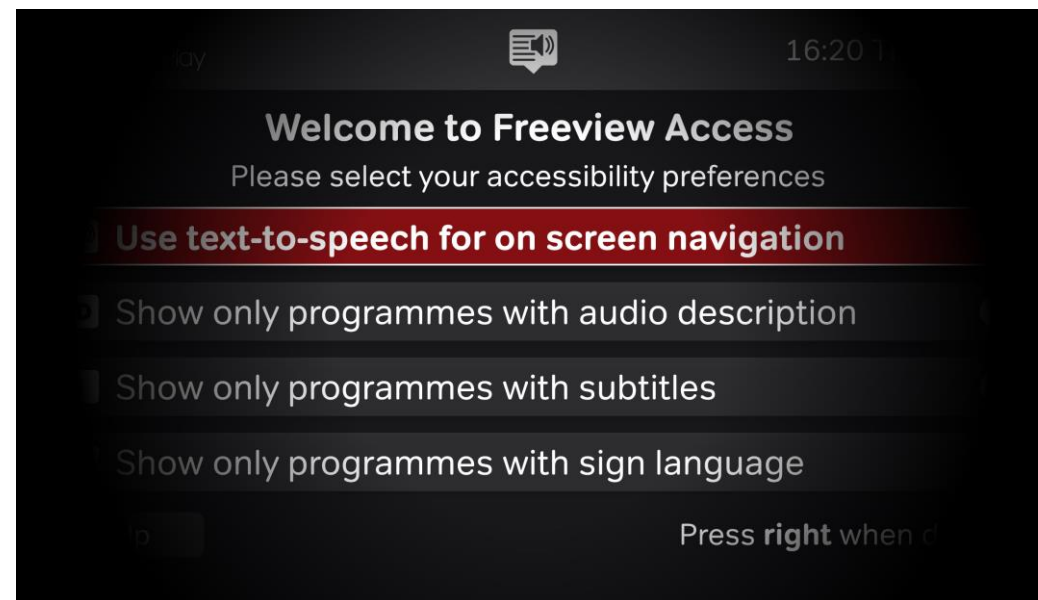
Experiencing a TV screen with visual impairments



Macular Degeneration

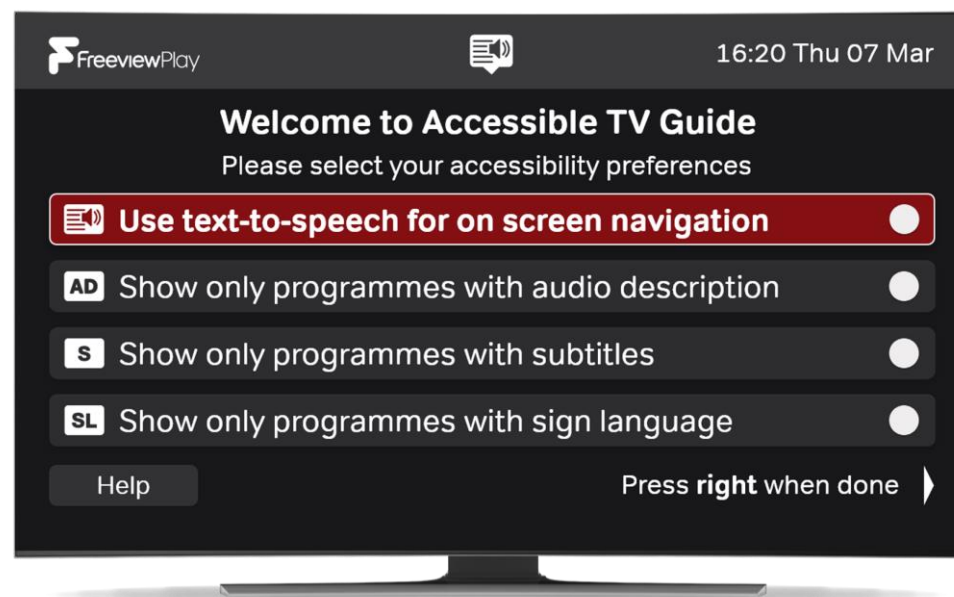
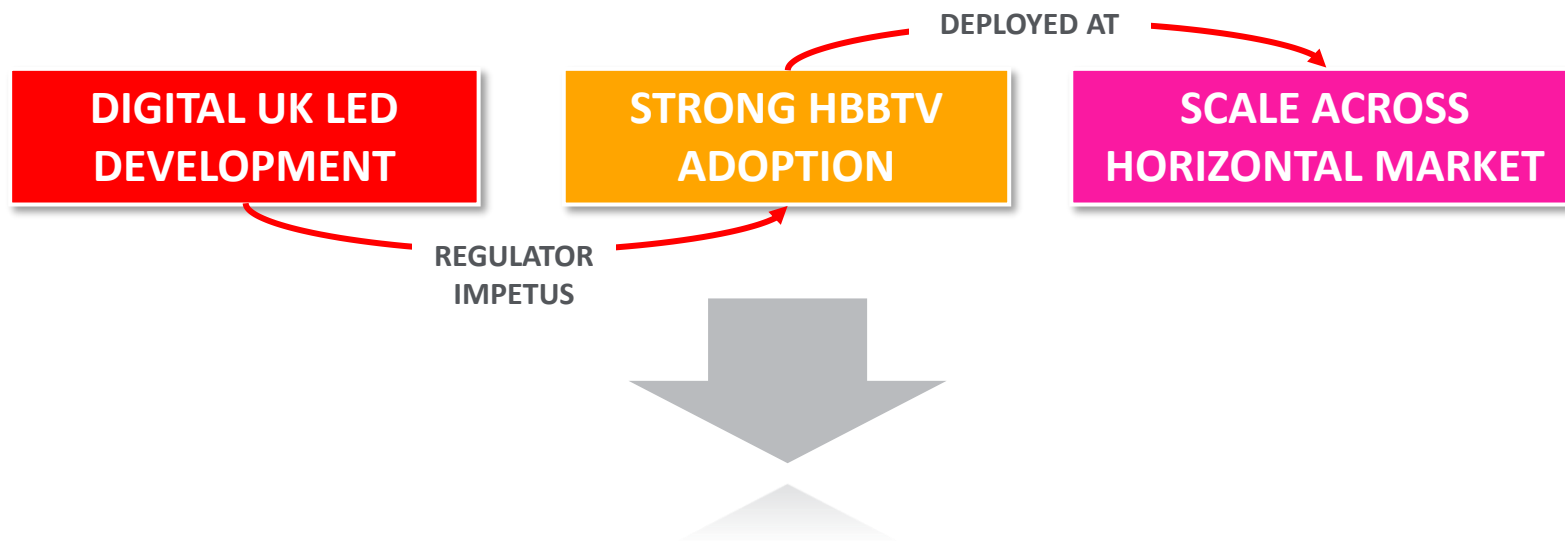


Cataracts



Glaucoma

What was the background to finding a solution?



Freeview Play Accessible TV Guide

- Available from channel 555 as an HbbTV broadcast-related app
- Available on 95% of the FVP connected base (potential up to c.12M)
- Key features:
 - ✓ Simplified navigation
 - ✓ Filtering for Subtitles, Audio Description, Signing
 - ✓ Permanently zoomed to increase legibility
 - ✓ High contrast display
 - ✓ Optional “Text to Speech” technology to help blind and partially sighted people navigate it



Engagement with...

AbilityNet

dac
digital accessibility centre

R N I B

ACTION ON
HEARING
LOSS

SCOPE

Equality for
disabled people

DigitalUK

Freeview

Key Customer Benefits of the Accessible TV Guide



- Through HbbTV, delivering an easier and consistent experience **across all new & older** internet-connected Freeview Play devices
- **Free** service on the UK's largest DTT platform
- **Ready to go**, with no need to install software or set up additional equipment
- **Customisable** to viewers specific accessibility needs, streamlining browse journeys and enabling easier content consumption

Technical Overview

- Freeview Play's Accessible TV Guide is a broadcast-related app, available on internet-connected Freeview Play devices - HbbTV 2.0 (V1.3.1)
- The app reads the channel list from the device and then uses DUK MDS to deliver all enhanced metadata such as access service flags and images
- Text-To-Speech:
 - Cloud-based, using Google TTS to create the audio files
 - Mapped to each navigation element or text string
 - Implemented a caching solution to keep latency to a minimum
 - Options for use: Male / Female, Fast vs Slow





itv2

Love
Island

What next for the Accessible TV Guide?



Gordon
Ramsey
Uncharted



DigitalUK

Please help us spread the word....
Contact: olivia.may@digitaluk.co.uk

